

Indian Law Society's
ILS Law College, Pune

announces

National Seminar

on

*Synergies in the Digital Age: Exploring the intersection of
IPR, Tech Laws, Data Protection, AI and Media Laws*

16th March, 2024

About Indian Law Society, Pune

In the year 2022, the Indian Law Society proudly marches in the Centenary Year, marking an illustrious milestone in the journey of 100 glorious years of excellence in legal education. An initiative taken 100 years ago has blossomed into five diverse institutes, namely, ILS Law College 1924), Institute of Advanced Legal Studies (1991), Centre for Mental Health Law and Policy (2007), ILS Centre for Arbitration and Mediation (2016) and Centre for Health Equity, Law and Policy (2019). All these institutes harmoniously work to create an ecosystem required to achieve the vision and mission of the Indian Law Society.

About ILS Law College, Pune

The establishment of the Law College in 1924 by the Indian Law Society was indeed a breakthrough in Indian Legal Education. Being one of the oldest law schools in India, ILS has continued to play a pioneering role in legal education and scholarship. With its illustrious history and heritage, the institution has contributed immensely to the growth of the legal profession and has upheld its tradition of producing meritorious legal scholars who dedicate themselves to public service and reform.

Spread across 154 acres of lush green campus, equipped with state-of-the-art infrastructure, a well-equipped library and ICT facilities further aid the students in their academic and extracurricular pursuits. The generations of distinguished legal luminaries whom this unique institution has nurtured have made seminal contributions globally to the evolution of the esteemed field of Law.

Three Chief Justices of the Supreme Court, Justice P. B. Gajendragadkar, Justice Y.V. Chandrachud, Justice E. S. Venkataramaiah, Former Governor of Maharashtra K. M. Reddy, Former Defence & Finance Minister and First Chief Minister of Maharashtra Y. B. Chavan, Former Minister of Commerce, Mohan Dharia, Former Chief Ministers of Maharashtra, Sushil Kumar Shinde and Vilasrao Deshmukh, are few of the eminent alumni of ILS Law College. The College has not kept itself limited to the academic curricula and has always incorporated innovative practices in the form of advocacy skill activities, legal aid, conferences, seminars and various other cells and centres to ensure the holistic development of the students.

About the Seminar: Synergies in the digital age: Exploring the intersection of IPR, Tech Laws, Data Protection, AI and Media Laws

In this era of unprecedented connectivity, the interaction of Media Laws, AI and IPR has become increasingly crucial. Digitalisation has greatly transformed the dissemination of information and the business world, blurring traditional boundaries and challenging established legal frameworks.

Today social media and broadcasting are as dynamic as they can be and the protection of Intellectual Property in this arena is a challenge on its own. Be it content creation, copyright protection, performance rights or piracy, the underlying importance of intellectual property rights to the media industry is a field of plenteous discussion.

Parallely, diverse discussions on the interplay between AI and IPR are of great interest to the future patterns and structure of the global economy. In the field of IPR, questions about ownership, accountability, and ethical use are becoming pervasive and there is a need for clear regulations essential to navigate the responsible development and deployment of technologies.

AI has unarguably proven to be a foundational and transformative technology that is incredibly useful for individuals, businesses and communities across the globe. However, several developments in AI have generated an ethical and legal conundrum that brings with it Cyber Threats, Dark Web Challenges, and Fintech Security issues and having an in-depth dialogue on these concepts and formulating meaningful solutions is the need of the hour. As technological innovation in the design and delivery of financial services and products becomes greater, cybersecurity becomes a looming issue, especially in the field of digital transactions, blockchain development, cryptocurrencies, and fraud detection.

In an age that is pacing towards Digitalisation, in every data-rich sector, be it social media, entertainment, trading or finance, harmonizing the legal domain is essential for fostering innovation while ensuring ethical and legal standards are upheld. Collaborative efforts between legal experts, technology professionals, and policymakers are necessary to navigate this intricate intersection and create a framework that supports both technological advancement and legal integrity.

This seminar provides a comprehensive exploration of the intricate intersections within the legal landscape in the rapidly evolving digital age. Focusing on the symbiotic relationship between Media Laws, Artificial Intelligence (AI) and Intellectual Property Rights (IPR), the event aims to unravel the complexities arising from the widespread digitalization of information and foster nuanced understanding and intellectual agility through speeches and panel discussions by experts.

We, at ILS Law College earnestly hope that this seminar will serve as a forum for discussion of some of the most pressing topics of this digitally evolved age.

About the ILS Center for Technology, IPR and Media Laws

ILS Center for Technology, IPR, and Media Laws, fondly known as C-TIM! is a vibrant and dedicated cell at ILS Law College, Pune, committed to exploring the cutting-edge intersections of Technology, Intellectual Property Rights (IPR), and Media Laws.

At the helm of C-TIM, we are fortunate to have two distinguished faculty coordinators, Dr. Suvarna Nilakh and Ms. Vindhya Gupta. Their expertise and passion for the subjects of IPR, Tech Laws, Data Protection, AI, and Media Laws guide our endeavours. Alongside our esteemed faculty, our team comprises 26 enthusiastic individuals, each contributing their unique skills and perspectives to create a comprehensive learning experience.

The ILS Center for Technology, IPR, and Media Laws is a hub of knowledge and innovation. Commonly abbreviated as C-TIM, our mission is to foster an understanding of the intricate dynamics between technology, legal frameworks, and media regulations. Through a series of engaging seminars, sessions, and diverse activities, we aim to empower our college community with insights into key areas such as IPR, Tech Laws, Data Protection, AI, and Media Laws.

Schedule of the Seminar

11:00 AM to 12:30 PM - Session I:

Broadcasting Rights and Social Media.

The traditional broadcast landscape is undergoing a digital transformation, challenged by streaming services (OTT) and social media platforms that redefine content creation and

distribution. In India, the Draft Broadcasting Services Regulation Bill, 2023, seeks to regulate this evolving ecosystem. However, concerns arise over its implications for broadcasting rights, OTT players, and social media. Broadcasting rights, once governed by licenses, now face challenges from viral clips and user-generated content. Performers, central to entertainment, see their work fragmented across platforms, leading to concerns about consent and compensation ownership. In this complex scenario, the question of voice ownership emerges. Outdated copyright laws struggle to address the fractured landscape, necessitating new collaboration forms, innovative licensing models, and mutual respect for the synergy between performers and audiences. The digital age introduces piracy threats to creative industries, countered by legal tools like John Doe orders. While effective, these expose anonymous pirates, raising privacy concerns and emphasizing the need for a balanced approach to safeguard creators and internet freedom. India's regulatory framework for digital media strives to delicately balance online discourse, national security, public welfare, and individual rights enshrined in the Indian Penal Code (IPC) and the Information Technology Act (IT Act).

Sub Topics:

1. Unravelling the Dynamics of Sports Broadcasting & OTT Platforms.
2. Draft Broadcasting Services (Regulation) Bill, 2023
3. Social Media Players, performer rights, Fair use and Copyright Infringement in the digital realm;
4. Digital Piracy and John Doe Orders, the Fight against Anonymous Piracy;
5. Regulation of digital media vis-a-vis the IPC, IT Act and regulations thereof

1:30 pm to 2:30 PM - Session II:

Interplay between AI and Copyright and Implications for Digital Economy

In an ever-evolving field of technology, the intersection of artificial intelligence and copyrights plays a crucial role in shaping the global digital economy. Augmented reality and image and text generation programs bring up multiple challenges and opportunities for safeguarding intellectual property. As these technologies advance, the need for protection mechanisms becomes apparent.

The relationship between Copyright and AI in business forms another cornerstone of our discourse. In the age of AI-generated content, protecting intellectual property takes centre stage. In such a time, discussing smart strategies is key to securing such creation.

Hence, this session seeks to throw light on the major implications for the global digital economy arising out of this dynamic interrelationship between AI and Copyright.

Sub Topics:

1. Augmented Reality (AR) and Copyright: Explore the challenges and opportunities in protecting intellectual property in the realm of augmented reality.
2. Copyright Protection in the Age of AI-generated Content
3. Ownership of Copyright in AI generated content.

3:00 PM - 5:00 PM - Session III:

Panel Discussion on Securing the Data - Exploring Cybersecurity and Ethical AI Dimensions.

The convergence of artificial intelligence (AI) and cyber threats poses a multifaceted challenge, introducing ethical considerations into the realm of cybersecurity. As AI evolves, so do the methods of cyber attackers, employing sophisticated techniques that jeopardize data privacy. In this era, safeguarding data necessitates a comprehensive approach, exploring the dimensions of threats to data privacy. However, as AI becomes a pivotal player in cybersecurity, striking a balance between innovation and regulation becomes imperative. Additionally, the advent of quantum computing adds a new dimension to the cybersecurity landscape, prompting a critical examination of potential threats and advancements to ensure robust defences in the face of evolving technologies.

Sub Topics:

1. AI-Powered Cyber Threats and its ethical considerations; safeguarding Intellectual Property
2. AI in cybersecurity law; balancing innovation and regulation

3. Quantum Computing and Cybersecurity Delving into the potential threats and advancements in cybersecurity as quantum computing develops.
4. Data Protection and Digital Privacy Act 2023, and its potential to regulate AI as a threat to cybersecurity.

Registration Details:

Every person interested in participating in the conference must register by paying the registration fees.

The registration fee (including GST) is as follows:-

Participant	Fee
ILS Students (including GST)	INR 350
Indian Students and Ph.D. Scholars (including GST)	INR 450
Indian Academicians/ Professionals/ Practitioners (including GST)	INR 450
International Students and Ph.D. Scholars (excluding bank transaction charges)	USD 10
International Academicians/ Professionals/ Practitioners (excluding bank transaction charges)	USD 10

Faculty Coordinators:

- Dr. Suvarna Nilakh (Assistant Professor)
- Ms. Vindhya Gupta (Assistant Professor)

Student Coordinators:

- Amol Gupta (9453002071)
- Sanaya Khadiwala (8149022707)

Email for correspondence – techipmedia@ilslaw.in